

INTERNAL DRAFT DELIBERATIVE

To: EPA Regional Offices
From: Office of Public Affairs
Date: June 4, 2018
Subject: PFAS Community Engagements
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PFAS Community Engagements

Purpose

- EPA is traveling to several states with communities impacted by PFAS to listen and get feedback from the public on ways the agency can best support the work that's being done at the state, local and tribal levels.
- Using information from the National Summit, these community engagement events, and input received through the public docket, EPA plans to develop a PFAS Management Plan for release later this year.
- These events will play a key role in understanding the challenges states, tribes and communities face when they are identifying, addressing and communicating about PFAS.
- Each engagement will be designed to hear directly from the public. It is critical for EPA to hear the state and local perspective and engage with these communities so that we can find solutions that address PFAS related challenges.

Key Topics

- Learn about how PFAS impact their community
- Understand strategies they have implemented and their effectiveness
- Identify additional tools that are needed
- Understand challenges when identifying, finding solutions, and communicating about PFAS

Primary Audience

- Citizens, local health and environmental officials, water utilities, and community organizations.

Confirmed Locations

- Portsmouth, NH: June 25-26, 2018
- Roscommon, MI: August 7, 2018

Note: We expect to visit no less than five communities, including a tribal community. We hope to announce the final list during the week of June 11.

EPA Participants

- RA and regional communications and program staff
- HQ principals (OGWDW senior manager + 1 additional rep from OW/ORD/OLEM/OCSPP)
- HQ press, communications and support staff

Meeting Format

- **Listening Session:** Allows interested members of the community to provide verbal input to EPA
- **Working Session:** Provides time for key stakeholders to engage in discussion with EPA and the state

Example Meeting Outline**Listening Session**

Doors open 30-60 minutes early	EPA will give participants time to arrive and find their way into the room, meet other attendees, etc.
10 mins	EPA Opening Statement <ul style="list-style-type: none"> • Welcome • Overview of PFAS, national summit, etc.
10 mins	Moderator housekeeping and ground rules
As needed	Listening session: 3-5 minutes per speaker depending on interest (1 speaker per organization please)
5 mins	Closing: thank everyone for their participation and outline next steps including information on the working session

Working Session

10 mins	EPA Opening Remarks
30 mins	National Summit Overview
1-2 hours	PFAS in Your Community Discussion
1 hour	Lunch
1-2 hours	Identifying PFAS in Your Community Discussion
1-2 hours	Solutions for Addressing PFAS Discussion
1-2 hours	Communicating PFAS Discussion

Communications Tick Tock**2 weeks prior to the event**

- Press/Media advisory from HQ and the Region (see template below)
- HQ is exploring the idea of issuing one federal register notice announcing the location, dates, etc. for all the events

Pre-event press plan

- RA interviews + editorial board
- EPA interviews
- Hit local outlets to frame the event in advance
- Outreach
 - Region/OPA reach out to interested media and local contacts
 - Reach out to local public broadcasting station/CSPAN for interest in recording/live streaming the event
 - Manage incoming inquiries

Press**Day 1 Wrap Up Release**

- Number of speakers
- Highlights from the public listening session

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- Photos
- Social media
- Have an RA/OW/OPA staffer on hand for on the record interviews

Day 2 Wrap Up

- Takeaways from working meeting; readout of agendas
- Photos
- Social media
- Have an RA/OW/OPA staffer on hand for on the record interviews

Op-ed from RA

- Either leading up to community engagement summit and/or lessons learned post community engagement summit

Logistics/Meeting Format

Logistics

- Each meeting will be open to the general public and press
- Provide audio/video for those that may not be able to attend (e.g. adobe connect, teleconference line)
- Venue selection should consider capacity, live stream capabilities and security
- All meeting logistics and materials will be posted on www.epa.gov/pfas

Listening Session: Meeting Format

- 2 Tables (slightly facing each other, slightly turned to the audience)
 - 2 speakers at each table at a time
 - EPA roles
 - Run registration (press sign in, speakers sign in)
 - Run name cards
 - Moderator keeping time
 - Both take notes
- Depending on timing 3-5 minutes per person
- TBD: Online sign up vs. first come, first serve

Tips for everyone

- Refer press questions to the OPA representative
- Of course, be respectful, attentive, and courteous
- Develop top-line Q&A document and circulate among all staff planning to attend the event

Sample Press Release

From HQ and the Region

To be sent two weeks in advance of community engagement date

Coordinate with OCIR on invitations

NOTE: while this release is a sample, it does include specific aspects of the NH event that do not need to be replicated in other regions (e.g., we are NOT suggesting that each of the other engagements need to be organized as a region-wide engagement)

EPA to Hold New England Community Engagement on PFAS

BOSTON (June 11, 2018) – On Monday, June 25, 2018, EPA will kick off the Per- and Polyfluoroalkyl Substances (PFAS) community engagements in Portsmouth, New Hampshire with a two-day meeting. The meeting allows the Environmental Protection Agency (EPA) to hear directly from New England communities, state, local, and tribal partners.

“Following the historic PFAS National Leadership Summit, it’s critical that EPA visit communities to hear directly from those impacted by PFAS,” said EPA Administrator Scott Pruitt. **“This is the next step in our commitment to address challenges with PFAS, and these visits will provide valuable insight for EPA’s efforts moving forward.”**

“QUOTE,” said EPA New England Regional Administrator Alexandra Dunn. **“MORE QUOTE.”**

WHAT:	New England PFAS Community Engagement
WHEN:	June 25, 2018 4:30 p.m. – 9:30 p.m. June 26, 2018 8:00 a.m. – 3:00 p.m.
WHERE:	LOCATION NAME ADDRESS Portsmouth, NH 0280X

The New England Community Engagement will consist of two sessions – a public listening session and PFAS working meeting – to hear from the public, provide tools to assist states, tribes, and local communities with addressing challenges with PFAS in the environment, and understand ways EPA can best support the work that’s being done at the state, local, and tribal level. All interested members of the public are welcome to speak during the listen session. Additional information on the format of both sessions can be found [here](https://www.epa.gov/pfas/pfas-community-engagement): <https://www.epa.gov/pfas/pfas-community-engagement>

New Hampshire marks the first community engagement. Throughout the summer, EPA will visit and similarly engage with additional communities in:

- Roscommon, MI
- Holder
- Holder

Using information from the National Leadership Summit and community engagements across the country, EPA plans to develop a PFAS Management Plan for release later this year.

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Administrator Pruitt announced four actions EPA will take following the National Leadership Summit:

1. EPA will initiate steps to evaluate the need for a maximum contaminant level (MCL) for PFOA and PFOS. We will convene our federal partners and examine everything we know about PFOA and PFOS in drinking water.
2. EPA is beginning the necessary steps to propose designating PFOA and PFOS as “hazardous substances” through one of the available statutory mechanisms, including potentially CERCLA Section 102.
3. EPA is currently developing groundwater cleanup recommendations for PFOA and PFOS at contaminated sites and will complete this task by fall of this year.
4. EPA is taking action in close collaboration with our federal and state partners to develop toxicity values for GenX and PFBS by this summer.

Details on the National Leadership Summit and community engagement events will be posted on the website as materials become available. All sessions are open to the public and press.

If you are unable to attend the New England Community Engagement Summit, you will be able to follow on the livestream [here](https://www.regulations.gov/) or input may be submitted by visiting <https://www.regulations.gov/> enter docket number: [OW-2018-0270](https://www.regulations.gov/docket/OW-2018-0270).

Additional information: <https://www.epa.gov/pfas/pfas-community-engagement>

New Hampshire Tentative Schedule

LOCATION: Exeter High School (1 Blue Hawk Dr. Exeter NH)

Day 1: June 25, 2018

4:30 – 5:30 p.m.	Meet and Greet (EPA/DOD branded posters around the room)
5:30 – 5:40 p.m.	Peter Grevatt Opening Statement
5:40 – 5:45 p.m.	Moderator housekeeping and ground rules
5:45 – 9:30 p.m.	Listening session (3-5 minutes per speaker depending on interest)

Day 2: June 26, 2018

8:00 – 8:15 a.m.	Welcome/Introduction (Alex Dunn/Peter Grevatt)
8:15 – 8:45 a.m.	Overview/debrief of EPA’s National Leadership PFAS Summit
8:45 – 9:30 a.m.	Community Speaker
9:30 – 9:45 a.m.	Break
9:45 – 10:15 a.m.	EPA Region 1 Efforts
10:15 – 11:45 a.m.	Moderated State Panel
12:00 – 1:00 p.m.	Lunch/Non-EPA Poster Session
1:00 – 1:30 p.m.	Identification PFAS in Your Community panel
1:30 – 2:00 p.m.	Communicating Around PFAS panel
2:00 – 3:00 p.m.	Identifying Solutions for PFAS
3:00 p.m.	Conclusion

Key Messaging

- Addressing PFAS is a **national priority**.
- PFAS are a group of man-made chemicals that have remarkable properties - they been widely used around the globe since the 1940s because of their stain-resistant, waterproof, nonstick, and fire-fighting properties. They help save lives, and they are used in products that we rely on every day.
- But some of these compounds are highly persistent in the environment, bioaccumulate in humans and animals and have been shown to be toxic in animal studies.
- There are increasing concerns about potential the health risks from a number of these compounds in the environment.
- To address these concerns, EPA has set up a cross-Agency Committee that is coordinating activities across the programs, Regions and ORD to lead the nation's efforts to address PFAS.
- Our efforts are focused on providing tools to assist states, tribes and local communities with addressing challenges with PFAS in the environment.

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